

Boryana V Dimitrova

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11468695/publications.pdf>

Version: 2024-02-01

8
papers

108
citations

1937685
4
h-index

1588992
8
g-index

8
all docs

8
docs citations

8
times ranked

97
citing authors

#	ARTICLE	IF	CITATIONS
1	Marketing channel evolution: From contactual efficiency to brand value co-creation and appropriation within the platform enterprise. <i>Journal of Marketing Channels</i> , 2020, 26, 60-71.	0.4	7
2	Performance of International Retailers: Empirical Evidence of an S-Curve Relationship. <i>Journal of Global Marketing</i> , 2019, 32, 154-176.	3.4	2
3	Retail internationalization: A review and directions for future research. <i>Journal of Marketing Channels</i> , 2018, 25, 1-21.	0.4	4
4	Performance implications of store format diversification for international retailers. <i>Journal of Marketing Channels</i> , 2018, 25, 117-136.	0.4	2
5	The impact of national cultural values on retail structure. <i>International Marketing Review</i> , 2016, 33, 894-920.	3.6	11
6	Do Retail Foreign Direct Investment Restrictions Affect Retail Channel Structure?. <i>Journal of Marketing Channels</i> , 2015, 22, 265-278.	0.4	7
7	Business and Cultural Aspects of Psychic Distance and Complementarity of Capabilities in Export Relationships. <i>Journal of International Marketing</i> , 2014, 22, 50-67.	4.4	60
8	Does the degree of retailer international involvement affect retailer performance?. <i>International Review of Retail, Distribution and Consumer Research</i> , 2014, 24, 243-277.	2.0	15